

# Take Action in January!



Interactive and actionable steps for an exciting, productive start to the new year!

## January Events - Stay Connected

Mark your calendar for these events:

### January

- 1/2 Monthly Kick-off Call @ pawTree Pack Facebook Group with Taylee Cooper!  
11 a.m. CT [Add to Calendar](#)
- 1/15 Meet pawTree - Business Opportunity Call - zoomwithpawtree.com  
6 p.m. CT [Add to Calendar](#)
- 1/22 New petPro Success Training - zoomwithpawtree.com  
11 a.m. CT [Add to Calendar](#)
- 1/24 VIP Leadership Call | BY INVITATION ONLY  
11 a.m. CT [Add to Calendar](#)

### February (Plan Ahead!)

- 2/3 Monthly Kick-off Call @ pawTree Pack Facebook Group with Taylee Cooper!  
11 a.m. CT [Add to Calendar](#)
- 2/19 Meet pawTree - Business Opportunity Call - zoomwithpawtree.com  
6 p.m. CT [Add to Calendar](#)
- 2/21 VIP Leadership Call | BY INVITATION ONLY  
11 a.m. CT [Add to Calendar](#)
- 2/26 New petPro Success Training - zoomwithpawtree.com  
11 a.m. CT [Add to Calendar](#)

## Campaigns to Elevate Your Business

### Sales Campaigns



### Double Category 2 Points - January Campaign

Throughout January, any points earned in Category 2 will be doubled, making it easier for you to reach your goals and secure your spot for pawTrip 2025!

### Cash Dash Continues

Bonuses for Fast Start petPros based on NPV earned:

- \$100-\$249 = \$25 Bonus
- \$250-\$374 = \$50 Bonus
- \$375-\$499 = \$75 Bonus
- \$500+ = \$100 Bonus





### 50% OFF Product Pack - Limited Time

As a PBO Promotion, Product Packs will be 50% OFF for 2 days only – from Jan. 15 at 12 a.m. to Jan. 16 at 11:59 p.m. Share the promo code **PACKS50** to take advantage of this incredible offer!

### \$0 Enrollment - Take Advantage

Don't forget to share the \$0 enrollment offer and the 12 months of no website fee option for new petPros. It's an incredible opportunity for them to get started with minimal costs.



## Consumer Campaigns



### 10 Deals For 10 Days

Closing down our 10th anniversary, it's your moment to keep your customers excited and engaged with the brand, while sharing with them limited-time offers!

Take a look at these [FAQs](#) and find out more.

## Key Actions

### New Customer Acquisition

#### Share Personalized Pet Quiz Invitations

- ☐ Reach out personally to prospects via direct messages, emails or texts, inviting them to complete their Pet Quiz. Make the message warm and engaging, such as:

"I'd love to learn more about your pet's unique needs! Completing your Pet Quiz will help me recommend the best products tailored to your furry friend. Plus, it makes shopping so much easier!"

#### Social Media Tactics:

- ☐ **Go Live:** Share "5 New Year Resolutions for Pet Parents" in a live or recorded video.
- ☐ **Reel It In:** Create quick reels with catchy tips on how pawTree can help pet parents keep their 2025 pet goals.

- Personalized Nutrition
- Proactive Supplementation





### Personalized Outreach:

- ☐ Use Pet Quizzes to identify customers who may benefit from a "New Year, New Routine" product refresh. You don't have to be the expert on what to recommend!
- ☐ Encourage customers to set up **EZ Ship** for hassle-free, automatic deliveries and free shipping with 3 qualifying items.

### Customer Engagement:

Which of your customers' fur babies is having a birthday?

- ☐ Celebrate your customers' pet birthdays by sending them a personalized birthday message! Sharing these moments publicly on social media or in your community group will not only make customers feel valued, but will also showcase pawTree's personal touch, leading to increased engagement and loyalty.

### Sponsoring for All petPros:

- ☐ Highlight key NPV milestones, like \$50 or \$100, in group chats or Facebook groups.
- ☐ Celebrate wins publicly to keep the momentum going!
- ☐ Share the recognition January video with your team. Keep an eye out for when the recognition video is posted – it's a great way to recognize your team!

## Bonus Tips for January – Dedication

New Year's Action Challenge: Each day, complete one small action that moves your business forward. Share your progress in the petPro Facebook group for accountability!

Daily ideas include:



Share a testimonial on social media



Celebrate a pet parents' pet success



Reach out to 5 new prospects



Do a "Why pawTree?" live or video



#### Bonus Tip:

Set a daily goal to take action. Big or small, every effort counts toward building momentum!

## Make January Count!

Whether you're welcoming new pet parents, connecting with your community, or celebrating wins with your team, January is the perfect time to start strong... Take these actionable steps and create the momentum for a successful 2025!